



WCS' strategic alliance with Optricity offers peak warehouse performance to businesses challenged by consumer demand

Camberley (UK): 7th February, 2018 [WCS \(Worldwide Chain Stores\)](#) and Optricity have today announced a partnership that brings an advanced, integrated slotting offering to WCS' leading warehouse management system, CSnx. The two companies will offer a complementary solution that will enhance WCS' existing slotting capabilities, and provide businesses – typically where inventory turns are high or operational constraints are challenging – with the opportunity to optimize product allocation and improve picking efficiency.

“Reducing costs and increasing efficiencies are at the forefront of our customers minds,” commented Joshila Makan, CEO, WCS. “Retailers are continually adding new product lines, and new inventory is being brought into the DC almost weekly. These new capabilities afford greater understanding of the warehouse on a day-to-day basis and dynamic slotting affords control at a more granular level. The benefits are numerous, but ultimately, dynamic slotting's real value lies in increased productivity, lower operating expenses and reduced capital expenditures. Optricity is an ideal strategic partner - their technology is innovative and their customer service ethos matches our own, WCS looks forward to working with Optricity into the future as we drive new benefit for our clients.”

WCS has long been known for its strong static and random slotting, however the need for dynamic slotting has increased where complexity in the warehouse has become more challenging. Through the alliance, WCS' WMS CSnx, and Optricity's software optimisation technologies, including the advanced slotting technology OptiSlot DC™ (OptiSlot), will be able to provide a fully integrated solution to solve some of the most intricate challenges within the four walls of the warehouse. A seamless integration between the two systems will allow operations to run at peak performance.



Landon Davies, Vice President at Optricity said, “This partnership gives us the opportunity to provide customers with a solution that will take businesses one step ahead in terms of managing efficiency in the warehouse. Retailers are struggling with increasing consumer demand and the need for faster distribution response times; our software, combined with CSnx, will deliver a world class solution that provides a competitive advantage for operations that want to improve processes, benchmark best practices and outperform prior KPIs.

We believe achieving a best in class outcome for customers takes hard work, dedicated employees and can be supported by state of the art technology – now possible for alliance customers because of the partnership with WCS. We look forward to supporting this integrated initiative as we work jointly with WCS to help customer achieve the best outcome, with the most efficiency - saving them both time and money.”

About WCS

With over 40 years’ heritage and customer relationships that have stood the test of time, WCS is a dedicated provider of comprehensive supply chain execution technology, services and solutions – ranging from warehouse management, billing and procurement through to voice, labour management, POD, asset management and analytics. Engineered to be future-proof, the company’s flagship product, CSnx, is a next generation technology platform offering organisations easy to use, flexible, scalable and relevant out-of-the-box capability to automate, diagnose and seamlessly manage today’s complex omni-channel supply chain operations. visit: www.wvchainstores.com.

About Optricity

Optricity warehousing software ignites operational performance improvement at the push of a button. Process-patented, slotting optimization technology, order analysis and simulation capabilities – Optricity drives value for warehousing customers at the strategic, operational and visibility levels. Based on domain expertise, software engineering prowess, and the ability to modify its advanced, proprietary mathematical techniques to get real results in real-world environments, Optricity’s warehousing software options provide an experience that is super-powerful under the hood – super awesome to operate.

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